

ORDER



Orders	Order / Rev:	365073
	Alt Order #:	06867813
	Product Desc:	DEAN HELLER
	Estimate:	
	Flight Dates:	10/31/12 - 11/06/12
	Original Date / Rev:	10/25/12 / 10/25/12
	Order Type:	GENERAL

KTNV - Las Vegas

Primary AE:	Anjanette Brady
Sales Office:	PPH
Sales Region:	NAT

Agency	Name:	Strategic Media Services
	Buying Contact:	
	Billing Contact:	
		3299 K Street NW
		Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Heller/R/Senate
	Demographic:	A35+
	Product Codes:	PL State Senate
	Priority:	P-05
	Revenue Codes:	AGY-TRANS, POL CAND, CAND

New Business Thru: _____
 Order Separation: 00:10:00
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	16	\$6,775.00	\$5,758.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	16	\$6,775.00	\$5,758.75	0.00
Totals	16	\$6,775.00	\$5,758.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Anjanette Brady			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KTNV - Las Vegas	18%	\$6,775.00
Market	100%	\$37,638.89

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KELV	0%	\$0.00
KFBT	0%	\$0.00
KHDF	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$9,409.72
KLVX	0%	\$0.00
KMCC	0%	\$0.00
KSNV	26%	\$9,786.11
KTUD	1%	\$376.39
KVMY	5%	\$1,881.94
KVVU	22%	\$8,280.56
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$1,129.17

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KTNV	10/31/12	11/02/12	Morning Blend 9a Morning Blend 9a-10a	CM	M-F 9a-10a	--WTF--	:30	3	\$225.00	P-05	0.00	NM	3	\$675.00

Order / Rev: 365073
 Alt Order #: 06867813
 Flight Dates: 10/31/12 - 11/06/12

Advertiser: Heller/R/Senate
 Product Desc: DEAN HELLER
 Estimate:

KTNV - Las Vegas

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
MORNING BLEND														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--		3		\$225.00			0.00			
2	KTNV	11/05/12	11/06/12	Morning Blend 9a Morning Blend 9a-10a	CM	M-F 9a-10a MT-----	:30	2	\$225.00	P-05	0.00	NM	2	\$450.00
MORNING BLEND														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		2		\$225.00			0.00			
E 3	KTNV	10/31/12	11/02/12	The Chew 12p-1p M-F 12p-1p	CM	12p-1p --WTF--	:30	2	\$750.00	P-05	0.00	NM	2	\$1,500.00
THE CHEW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--		2		\$750.00			0.00			
E 4	KTNV	11/05/12	11/05/12	The Chew 12p-1p M-F 12p-1p	CM	12p-1p M-----	:30	1	\$750.00	P-05	0.00	NM	1	\$750.00
THE CHEW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1		\$750.00			0.00			
E 5	KTNV	10/31/12	11/02/12	2p Syndicated Show 2p Syndicated Show	CM	2p-3p --WTF--	:30	3	\$600.00	P-05	0.00	NM	3	\$1,800.00
GENERAL HOSPITAL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--		3		\$600.00			0.00			
E 6	KTNV	11/05/12	11/05/12	2p Syndicated Show 2p Syndicated Show	CM	2p-3p M-----	:30	1	\$600.00	P-05	0.00	NM	1	\$600.00
GENERAL HOSPITAL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1		\$600.00			0.00			
E 7	KTNV	10/31/12	11/02/12	3p Millionaire 3p Millionaire	CM	M-F 3P-330P --WTF--	:30	3	\$250.00	P-05	0.00	NM	3	\$750.00
MILLIONAIRE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--		3		\$250.00			0.00			
8	KTNV	11/05/12	11/05/12	3p Millionaire 3p Millionaire	CM	M-F 3P-330P M-----	:30	1	\$250.00	P-05	0.00	NM	1	\$250.00
MILLIONAIRE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1		\$250.00			0.00			
												Totals	16	\$6,775.00